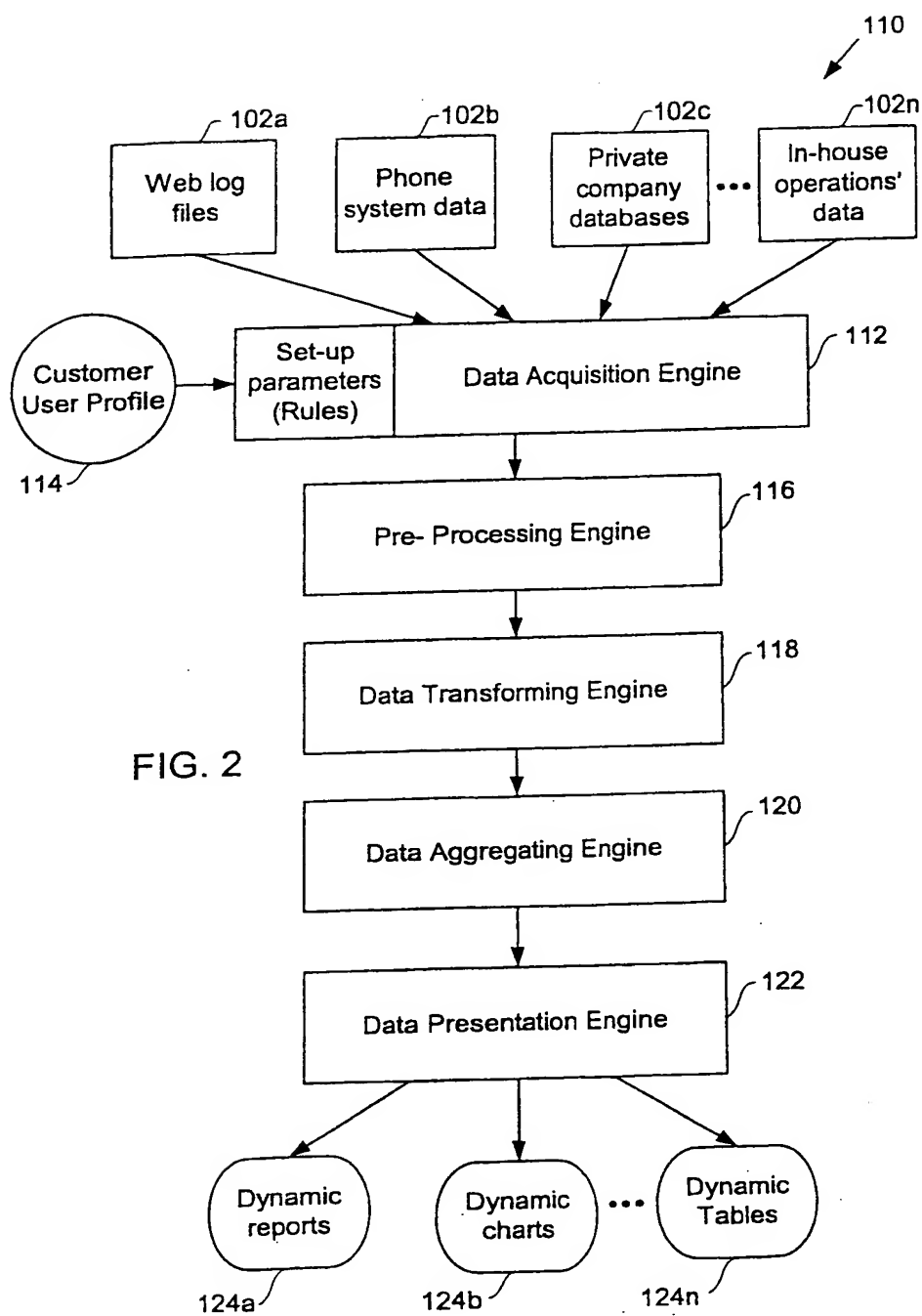


FIG. 1
(prior art)



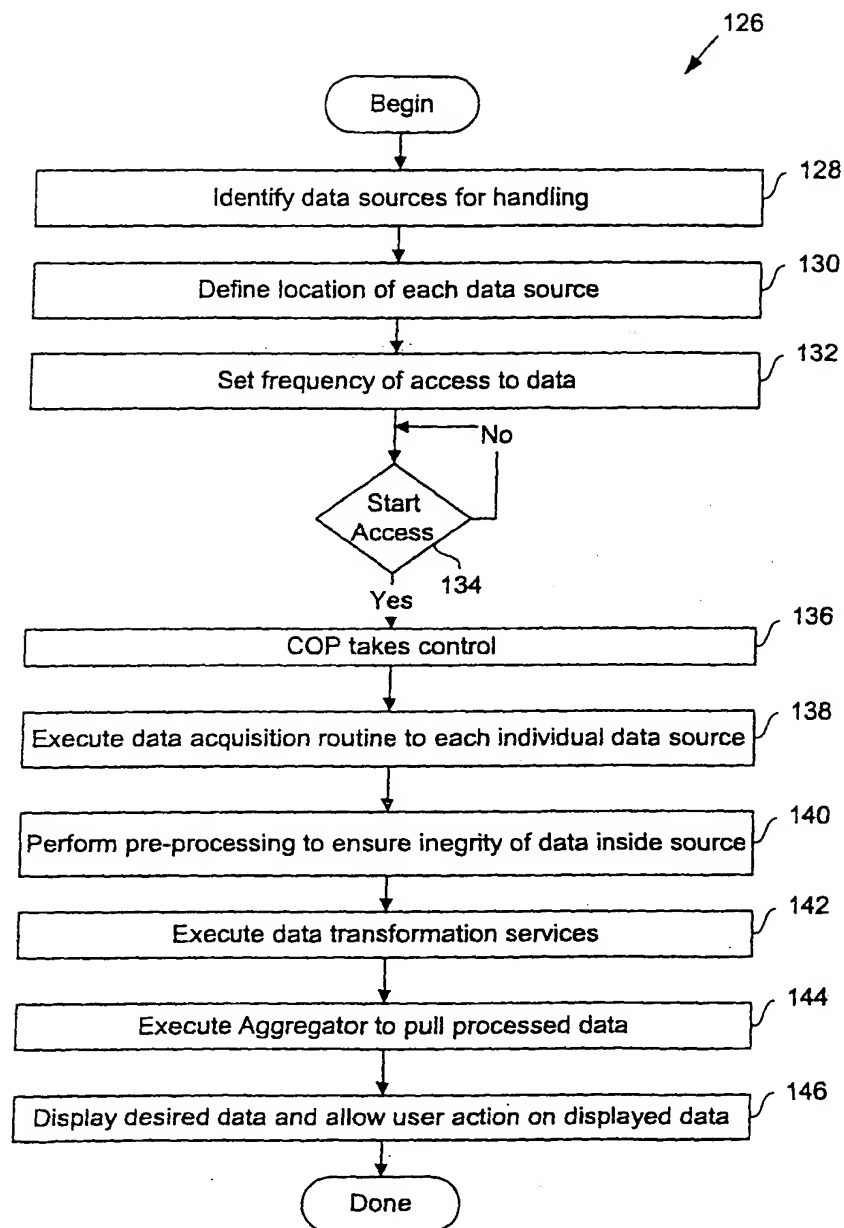


FIG. 3

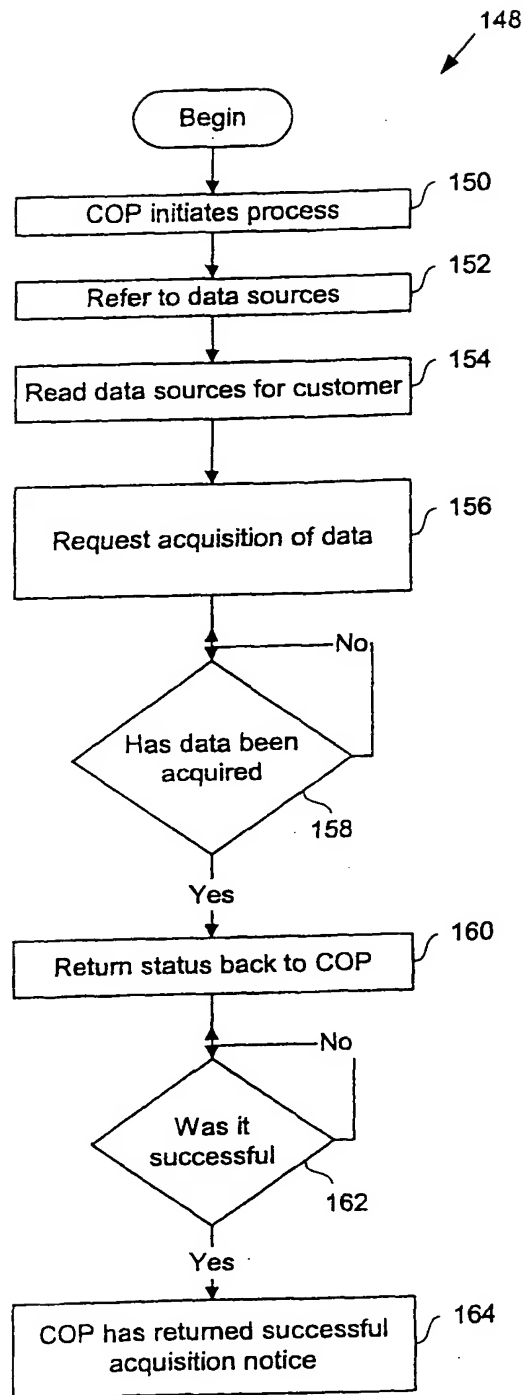


FIG. 4A

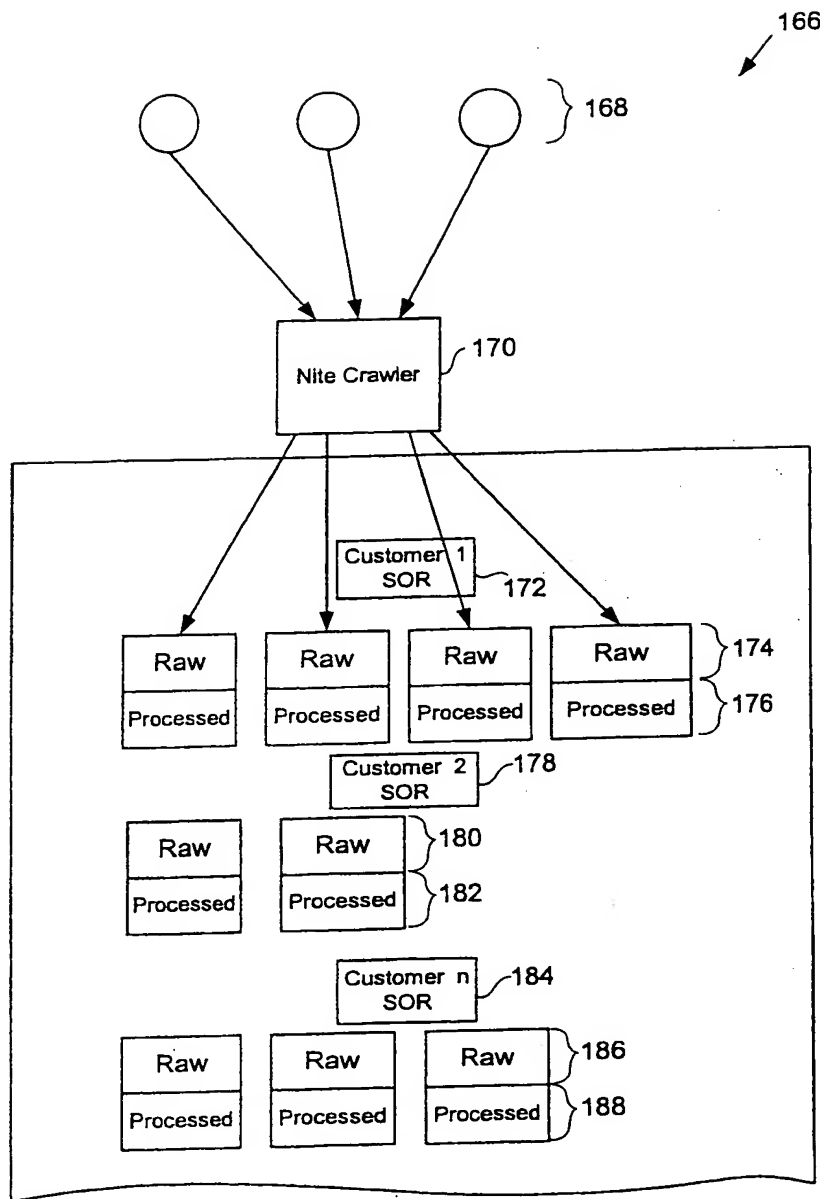


FIG. 4B

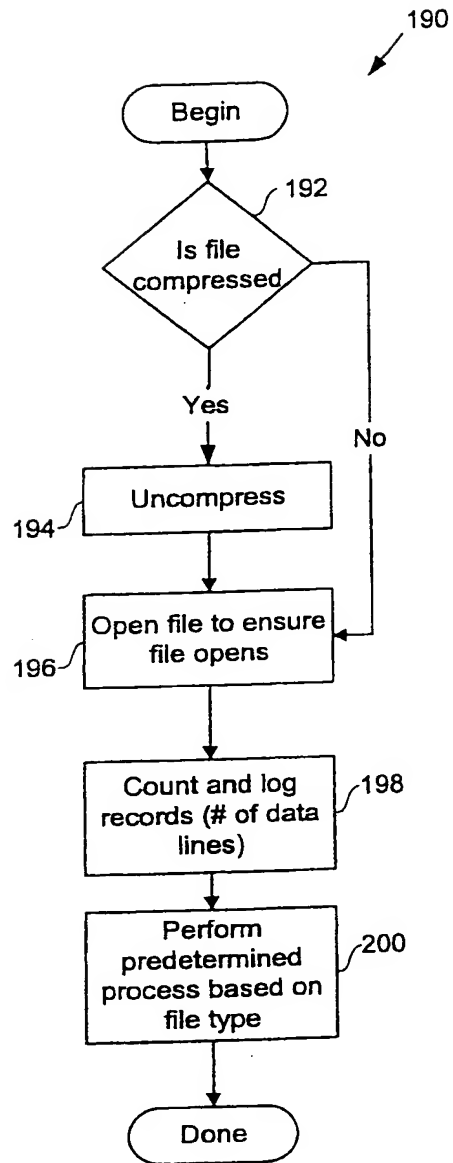


FIG. 5

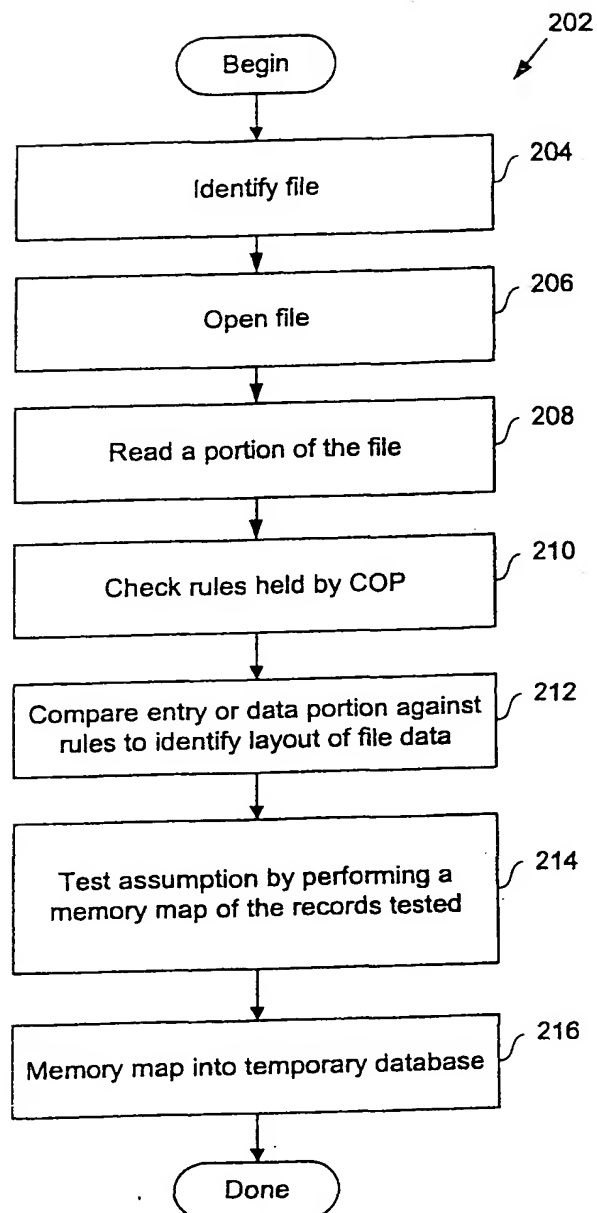


FIG. 6

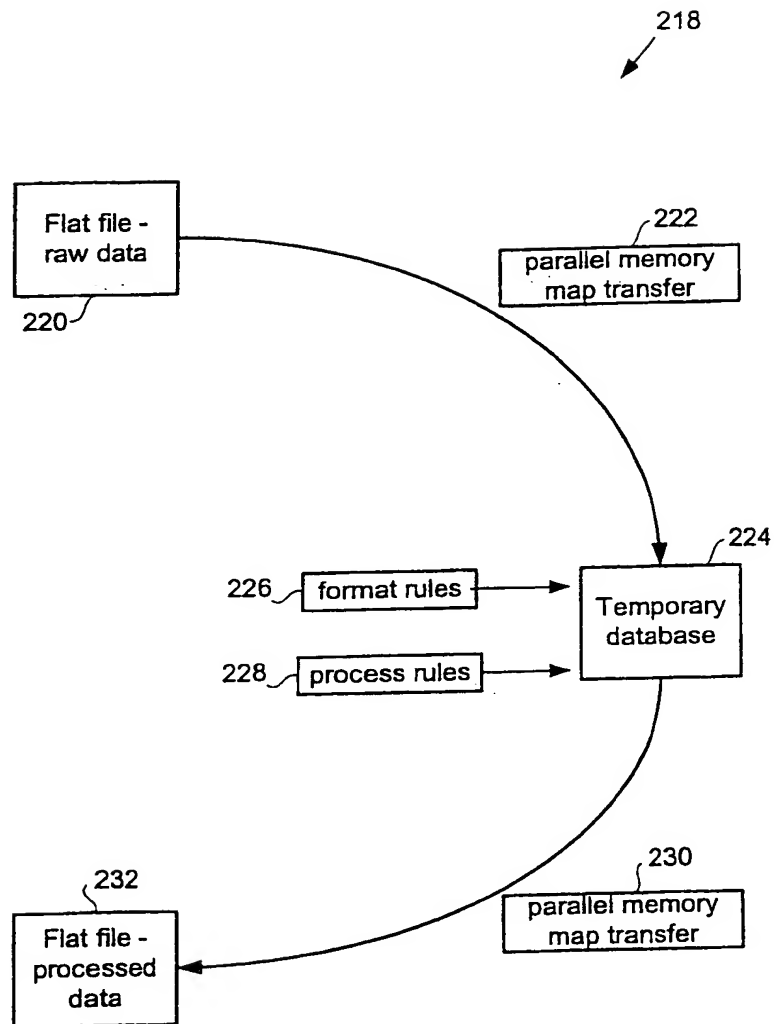


FIG. 7

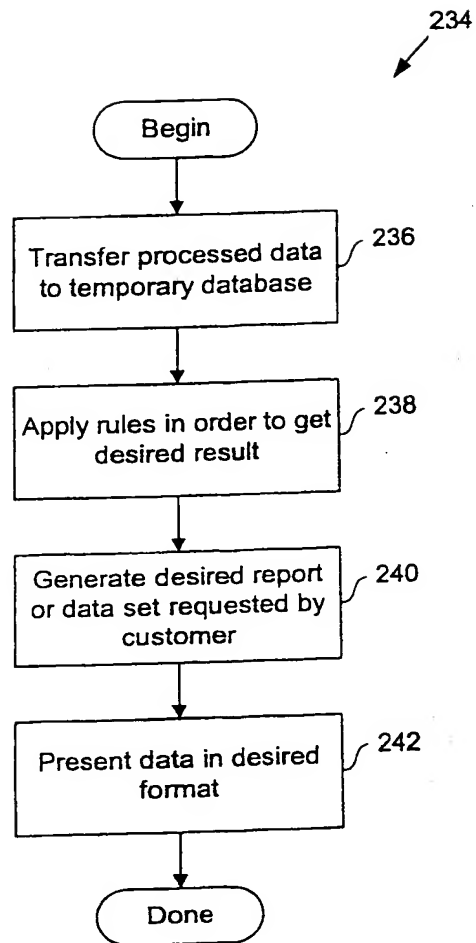


FIG. 8

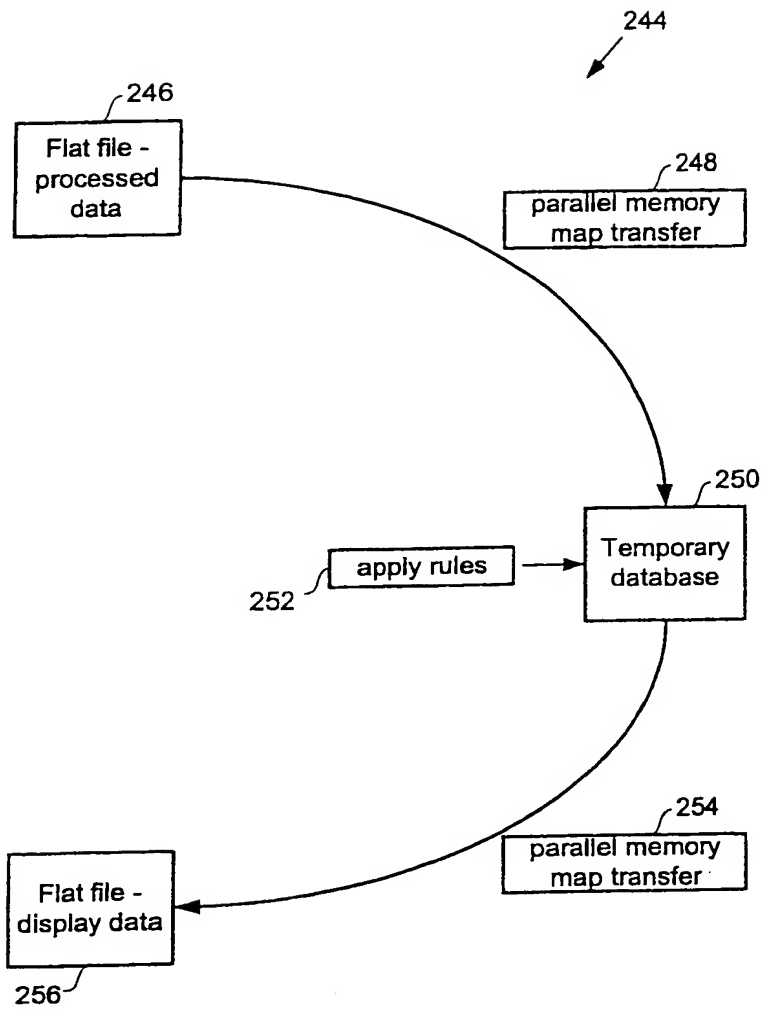
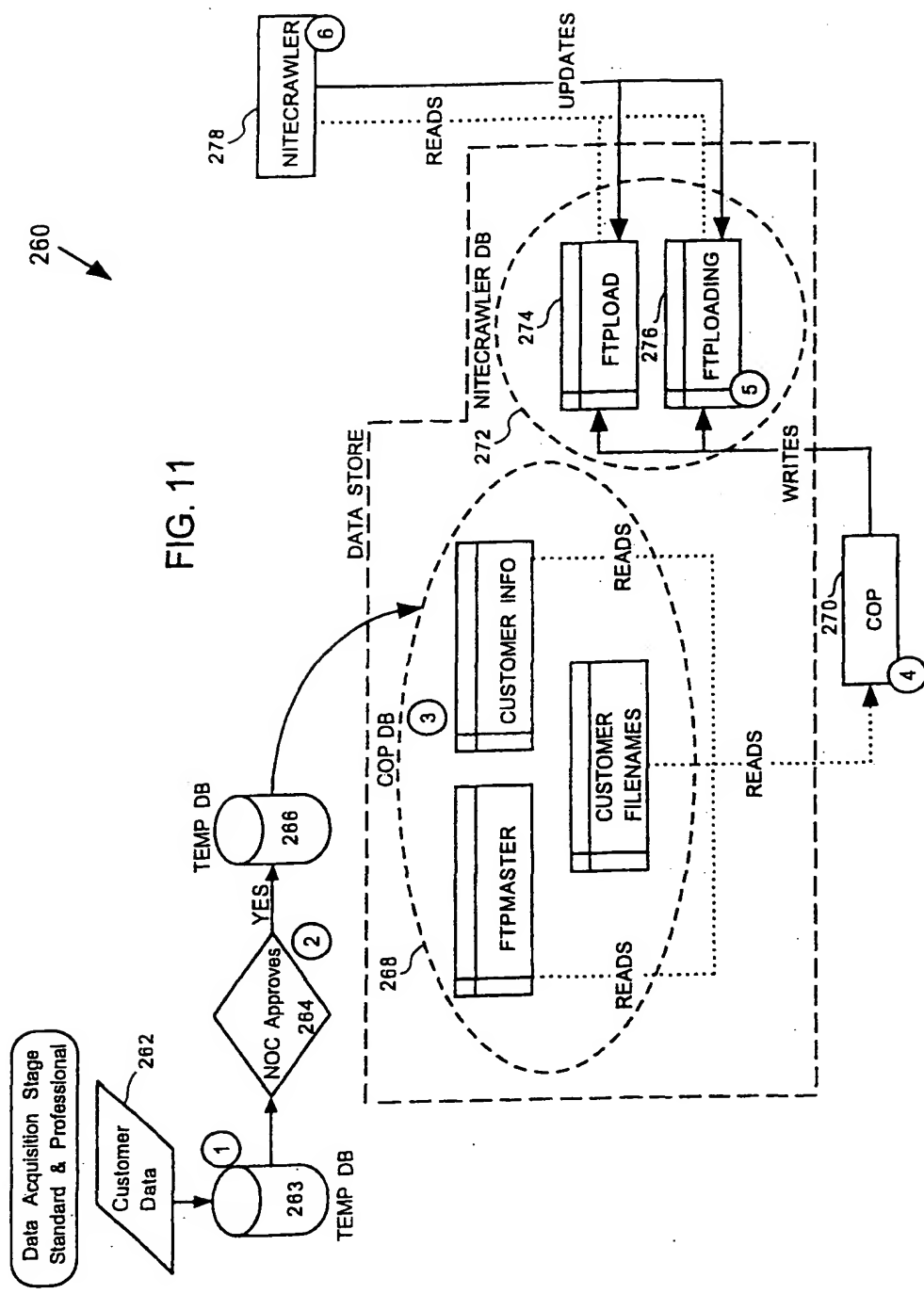


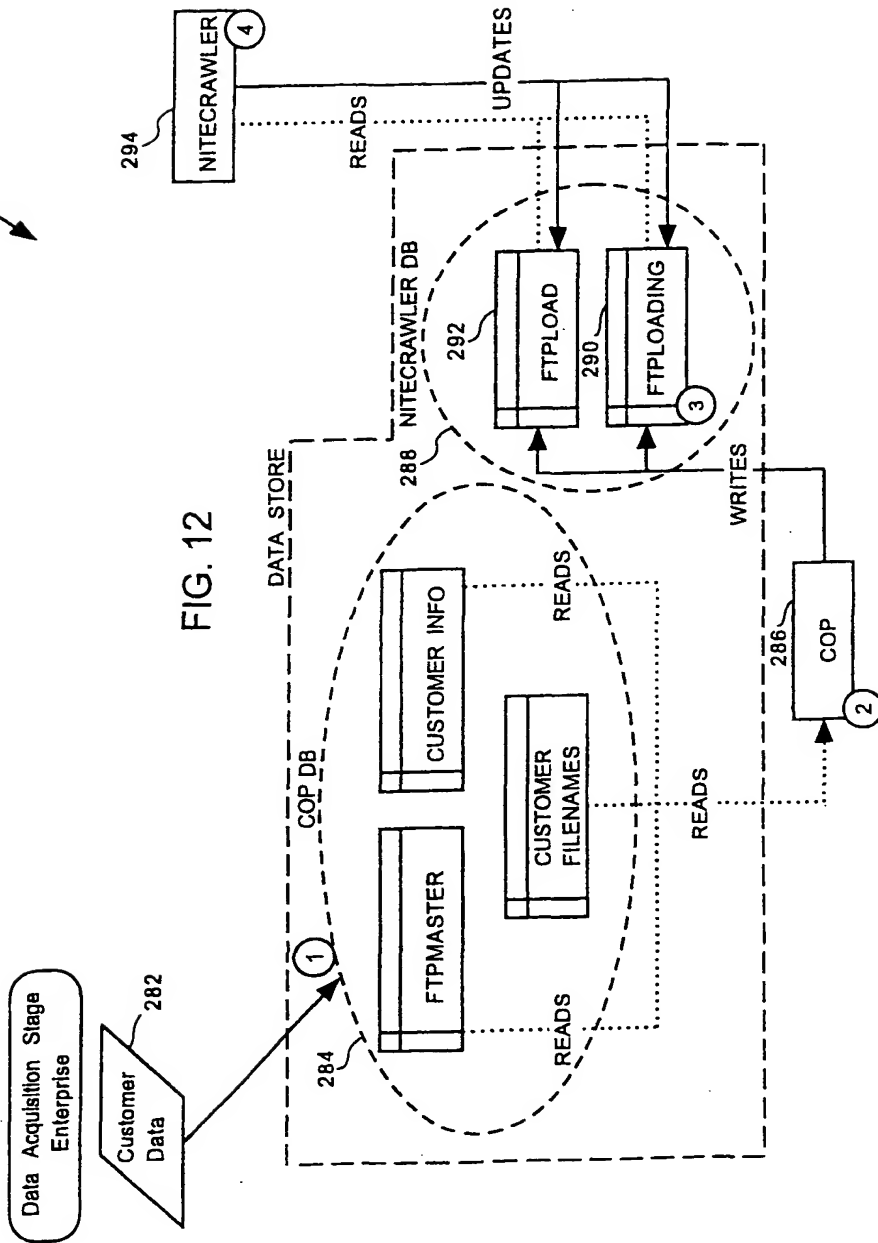
FIG. 9

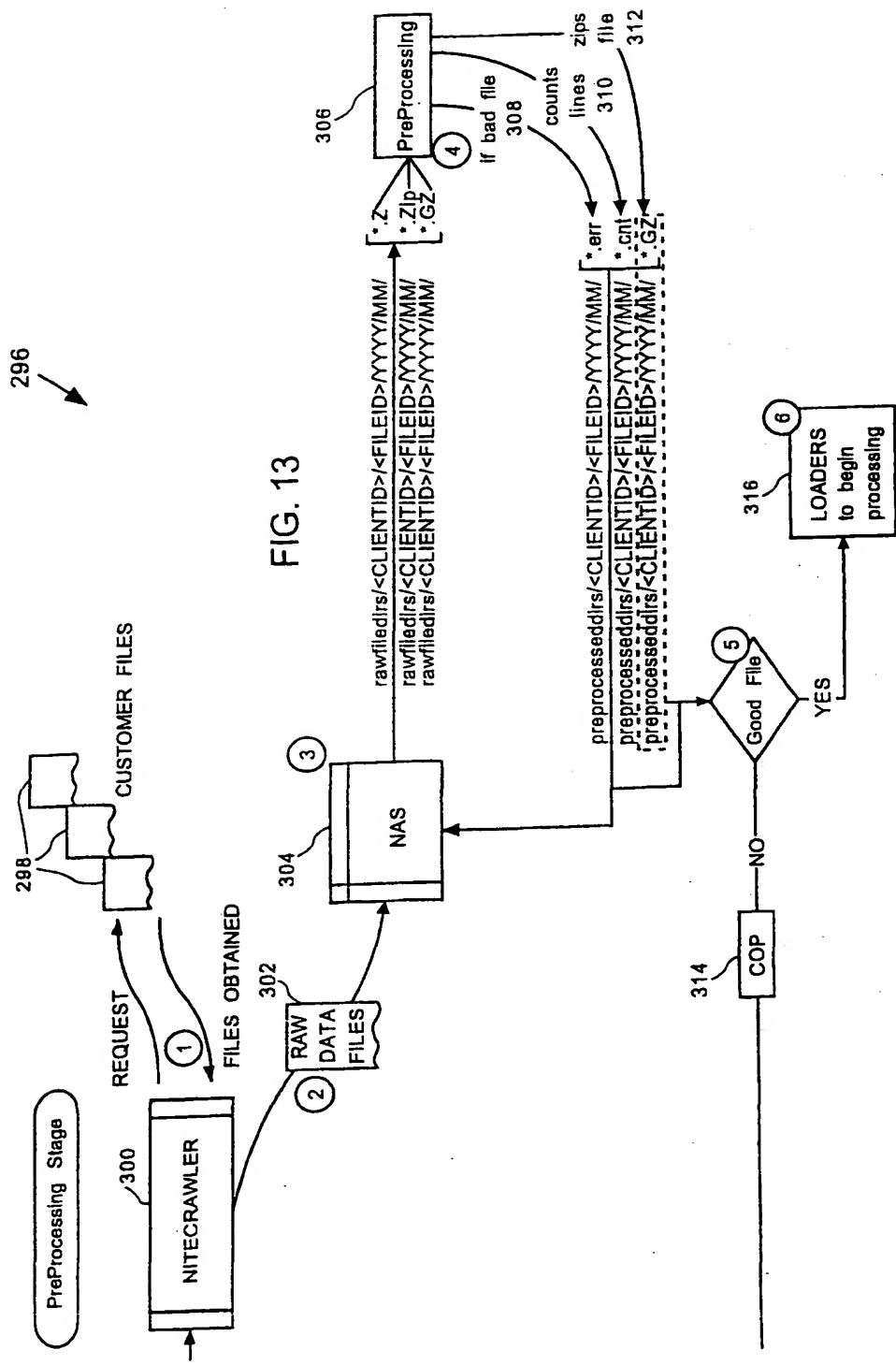
Channel	Country	visit year	visit month	visit week	visit day	Pageviews	Entrances	Exits	Singles
Argentina		2000	7	3	13	66,641	9,338	24,364	4,863
					14	221,872	14,066	25,418	5,781
					15	25,317	3,004	8,895	1,593
					Total	313,830	26,408	58,677	12,237
					Total	313,830	26,408	58,677	12,237
Brazil		2000	7	3	13	313,830	26,408	58,677	12,237
					14	403,917	6,892	8,934	453
					15	343,455	5,901	11,785	819
					Total	363,124	4,108	10,236	384
					Total	1,110,496	18,901	30,955	1,656
Chile		2000	7	3	13	1,110,496	18,901	30,955	1,656
					14	10,647	1,402	4,217	701
					15	31,570	1,811	3,550	246
					Total	5,593	487	2,073	213
					Total	47,810	3,500	9,840	1,160
Colombia		2000	7	3	13	47,810	3,500	9,840	1,160
					14	47,810	3,500	9,840	1,160
					15	47,810	3,500	9,840	1,160
					Total	47,810	3,500	9,840	1,160
					Total	47,810	3,500	9,840	1,160
						2,781	572	1,544	347

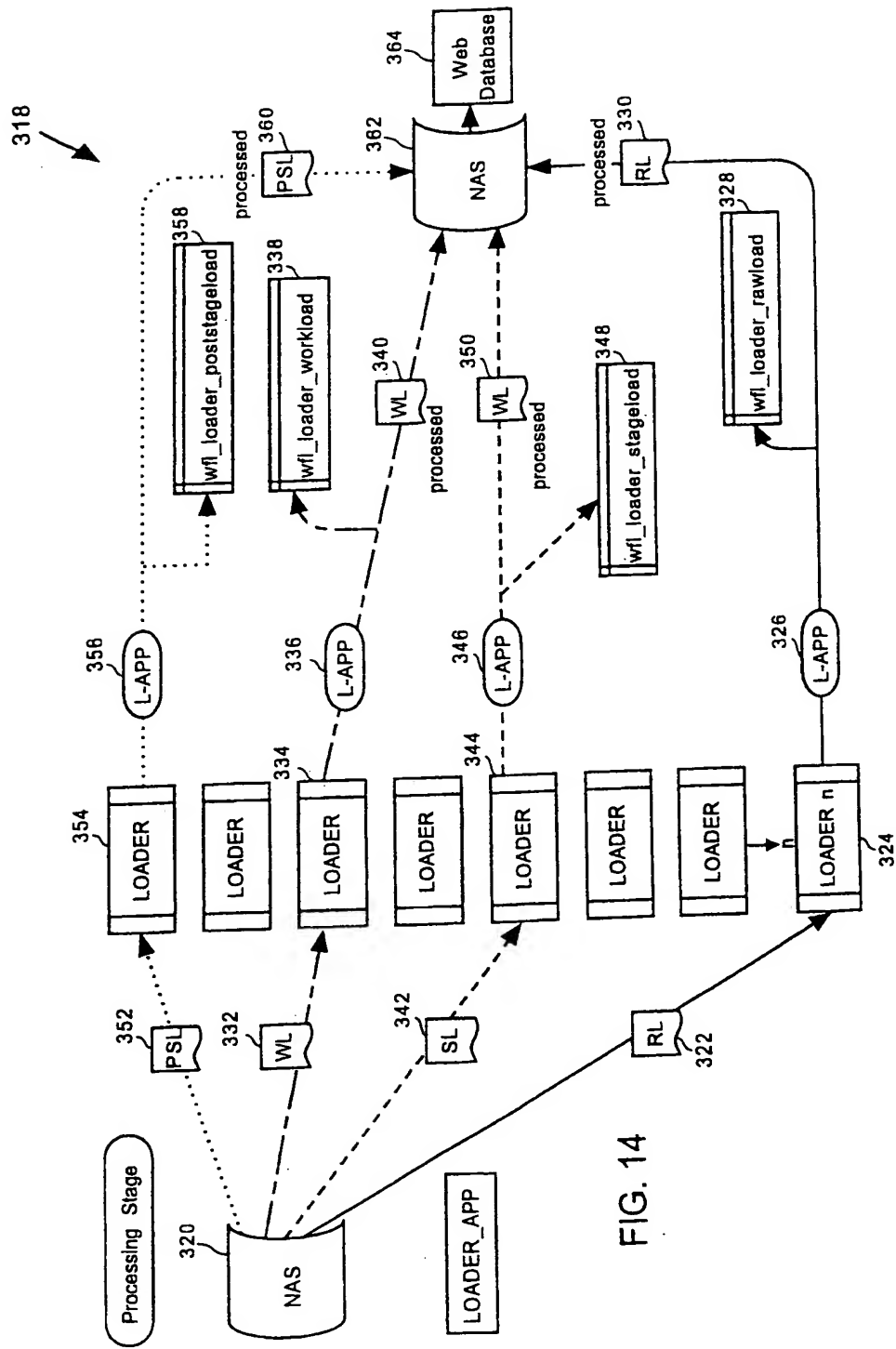
FIG. 10



280







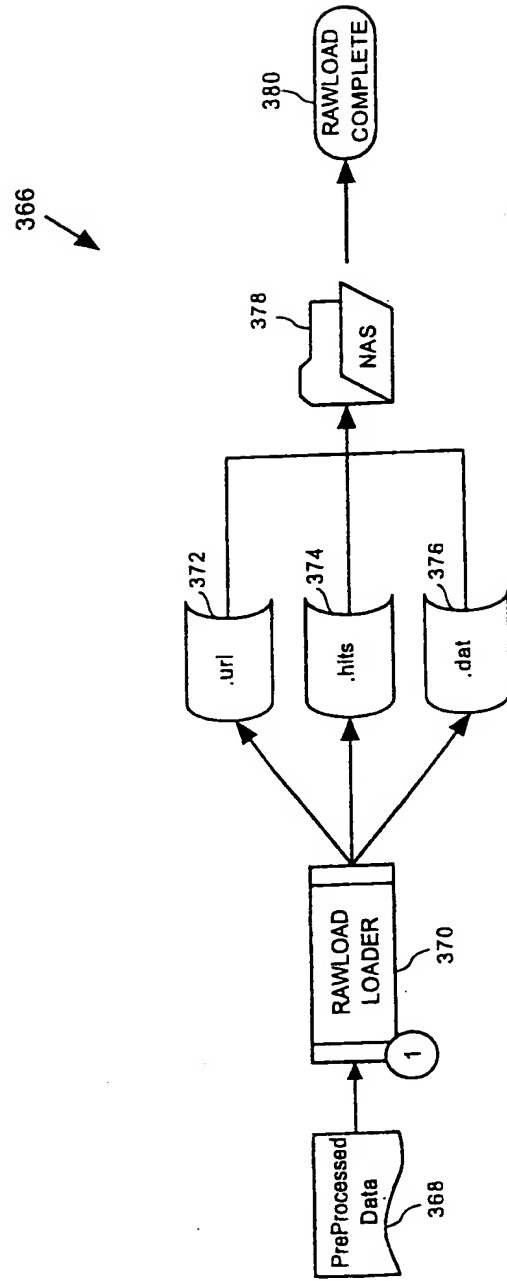


FIG. 15

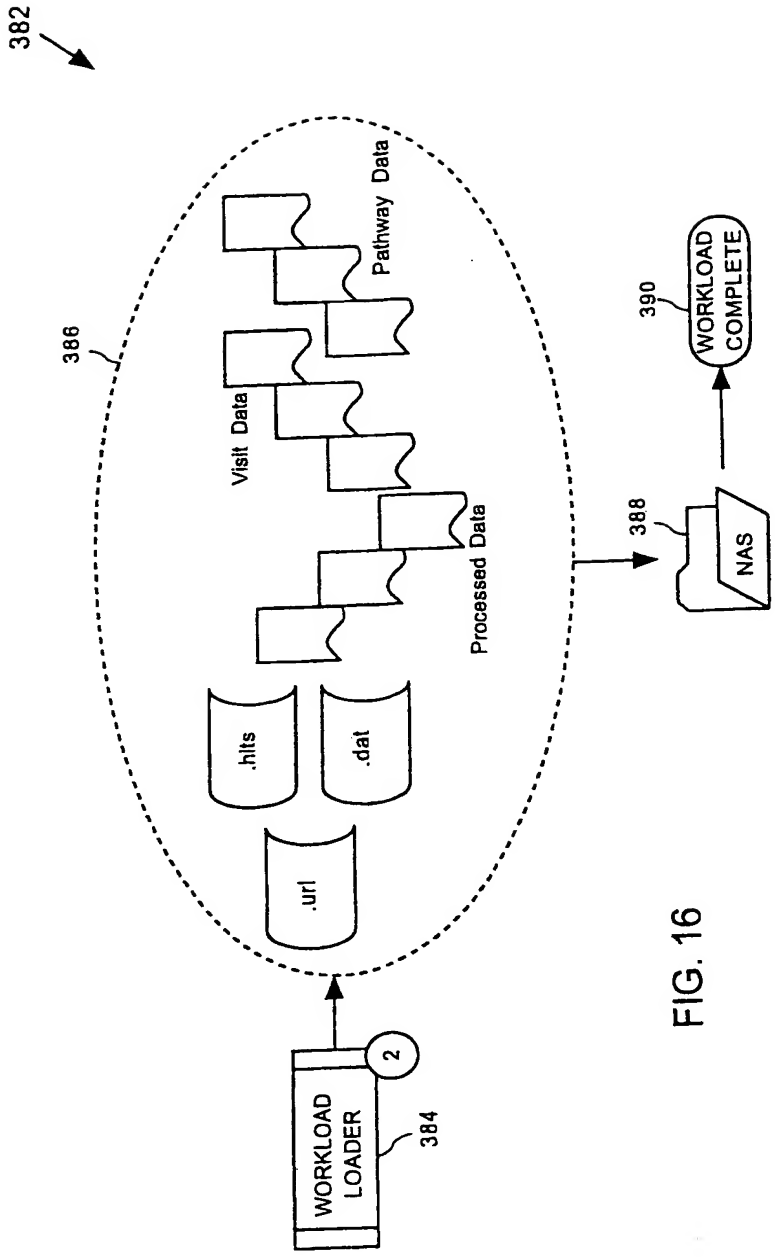


FIG. 16

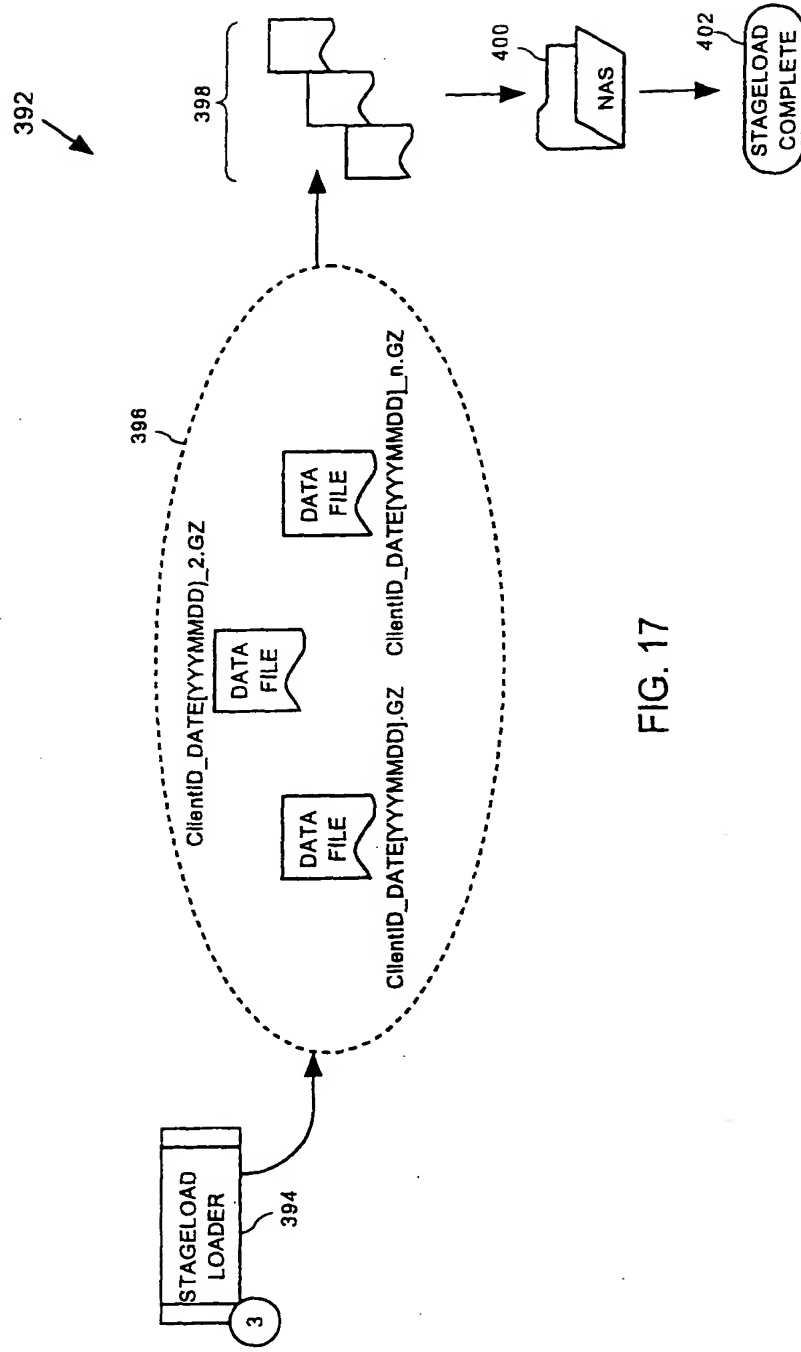


FIG. 17

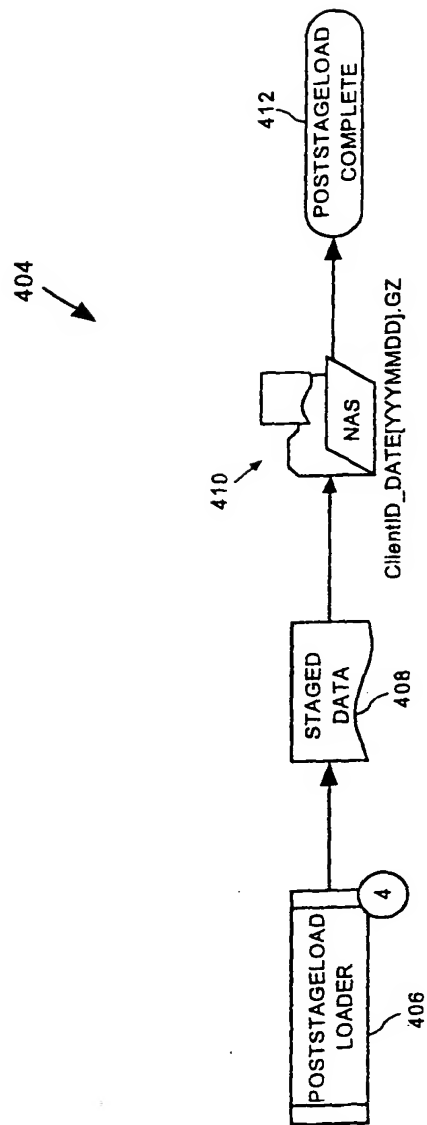


FIG. 18

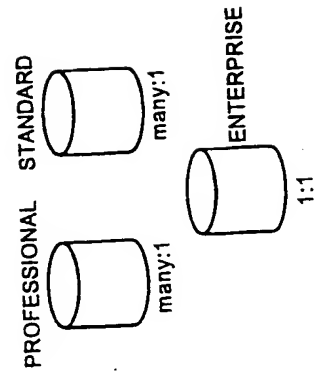
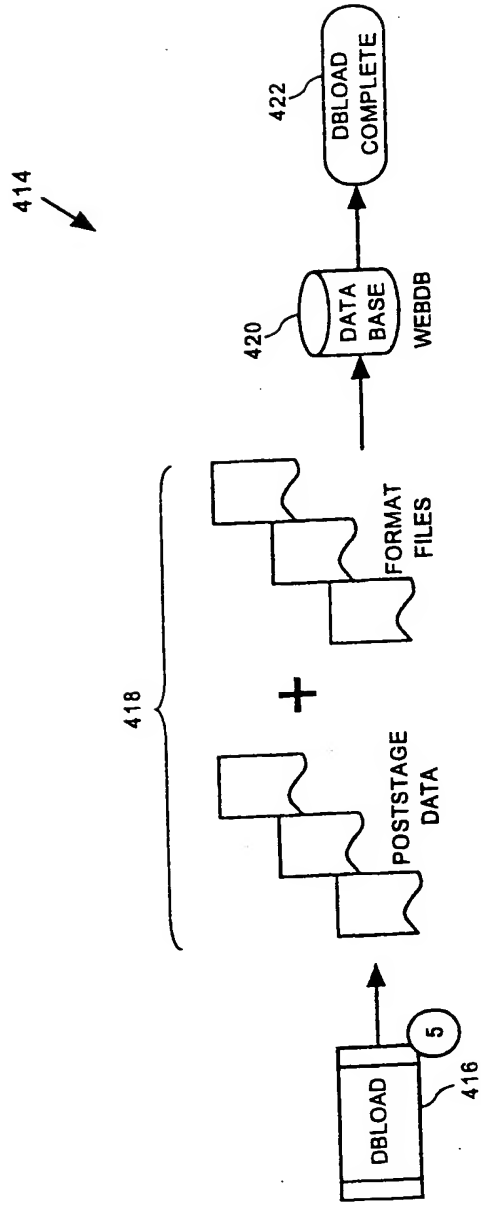


FIG. 19